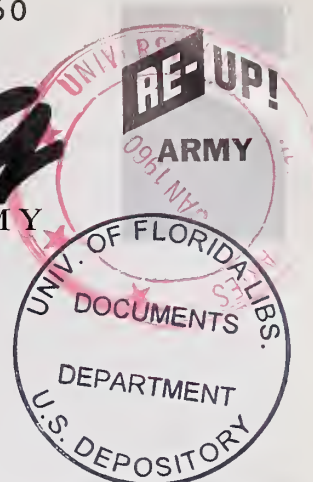


January 1960



# Recruiting

JOURNAL OF THE UNITED STATES ARMY



## Operation Nine

Nine cities have been named by the U. S. Army Air Defense Command as locations for "hometown" recruiting projects to supply manpower for new Nike-Hercules missile defenses of Strategic Air Command bases.

Nearly half of the total of 675 men needed early this year for the new missile units will be signed up in the immediate areas to be defended. The rest will come from points throughout the nation under an enlistment option which lets a man pick the metropolitan area in which he prefers to serve with USARADCOM.

This combined hometown and option recruiting program, conducted for nearly three years by the U. S. Army Air Defense Command, has been instrumental in bringing about 83 percent success toward a long-range goal of an "all volunteer" force to man the Army air defense missile sites.

The nine SAC bases scheduled to come under the recruiting program are: Barksdale Air Force Base, Shreveport, Louisiana; Dyess Air Force Base, Abilene, Texas; Turner Air Force Base, Albany, Georgia; Robins Air Force Base, Macon, Georgia; Bergstrom Air Force Base, Austin, Texas;

Walker Air Force Base, Roswell, New Mexico; Schilling Air Force Base, Salina, Kansas; Offut Air Force Base, Omaha, Nebraska; Lincoln Air Force Base, Lincoln, Nebraska.

Seventy-five men will be recruited for each of the city areas and, in each case, 35 men will come from the defended area. Omaha and Lincoln comprise one recruiting area, though each will receive an input of 75 men.

The eight new Nike-Hercules defenses will expand the number of metropolitan areas for which men can enlist to serve in Army air defense assignments to 36.

To date, more than 25,000 men have been recruited under the USARADCOM enlistment option giving choice of assignment and on-the-job training in electronics or guided missiles. The program began early in 1956. Of this number, well over 1,000 have been recruited through 29 special "hometown" enlistment projects conducted in the areas of the NIKE installations.

Under the USARADCOM option, men are given assignment preferences as long as vacancies exist in the areas chosen. They can determine whether these vacancies exist before they sign for duty. Assignment to the metropolitan areas selected comes after completion of basic combat training.

### Pertinent to RECAP

Inquiries have been received by the Department of the Army concerning the provisions of AR 601-225 that were not consistent with other pertinent regulations. These inquiries were answered by DA Message 25680, December 2, 1959. Changes to AR 601-210 and AR 601-215 are being staffed for immediate publication. In the event these changes are not disseminated prior to January 1, 1960, the provisions of the referred message will govern pending receipt of printed changes.



TWENTY-FIVE MEN from the Northern Indiana area were given the Oath of Enlistment into the Army on the St. Joseph County Courthouse steps by Lt Col Edward J. Daley, commanding officer, 1st Missile Battalion (N-H), 60th Artillery, Gary, Ind. After the men received the "Oath" they were welcomed into the U. S. Army by Brig General Frederick W. Ellery, commanding general, 45th Artillery Brigade (A.D.), Arlington Heights, Ill., who will be their future commanding general. The official name of the ceremony was "Operation Nine" in which men in the Northern Indiana area were given a chance to enlist under a special USARADCOM program and be assigned to the city of their choice after basic training. The men and their families were guests of honor at a luncheon held at the Pick-Oliver Hotel of South Bend.

# did you know?

by the editor . . .

In 1833, promotion was so slow that a lieutenant had little hope of ever becoming a captain. Graduates of the Military Academy had to be attached as brevet second lieutenants to their companies because of no vacancies.

Small pay, little recreation, hard duty and little opportunity for advancement were not appealing to well-bred young men. Since the Military Academy furnished nearly all of the officer personnel, commissions from the ranks were rare. The down-and-out, the foreigner, and the adventurer made up, to a great degree, the rank and file of the Army.

The consequence was that the personnel of a company had to be controlled by an iron hand. Ignorant men could be restrained from mutiny by fear alone. Beating, which had been prohibited many years before, was still prevalent in isolated places.

Cruelty naturally sprang up in a wilderness where a man's existence depended upon the obedience of men who could neither read, write nor understand the reasons for discipline. There were instances where officers privately flogged their men. Physical superiority throughout the country played a large part in the settlement of affairs and so it was in the Army. Non-commissioned officers were therefore selected for their physical prowess and not for their mental attributes.

During this period, the Army lost and the civilians gained the benefit of such men as Horace Bliss, celebrated engineer; W. D. Young, president of the Panama Railroad and the Hudson River Railroad; R. R. Parrott, inventor of the gun bearing his name; Alexander D. Bache, one of the most famous educators and scientists of his time; Jefferson Davis, later a Secretary of War of the United States and the President of the Confederate States; and Henry Du Pont, proprietor of the Du Pont Powder Mills, all graduates of West Point.

## Recruiting

RECRUITING JOURNAL OF THE  
UNITED STATES ARMY

Published monthly under supervision of  
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No. 1

## Mailing List Revision

In accordance with Army regulations (Par. 33, AR 310-1), the mailing list of The RECRUITING Journal must be revised yearly.

Sometime during this month or in early February, addressees will be mailed a card inquiring whether this periodical is desired. Attached to this card is a "mail-back" card to be used for answering. As this card bears an "inducium," no postage will be required for its return.

It is hoped that everyone desiring to be retained on the mailing list will make reply within 30 days, otherwise the names of those not answering must be withdrawn from the mailing list.

In the interest of economy and to pare the mailing list to its core after this revision, we would like you to bear the following in mind:

What do you do with The RECRUITING Journal after you have read it?

If only you, the person perusing this copy, reads it before it is filed, and there are other interested personnel in your office, then it's being wasted and interested parties in recruiting and retainment of personnel for the Army are not getting the word that might help them do a better job.

The magazine is not intended as a sales medium, a give-away, or to serve any other purpose than that of a house organ for recruiters and reenlistment personnel of the U. S. Army. It is placed in some libraries, colleges, universities and secondary schools, in the interest of recruiting, but this is a very small percentage of the mailing list.

We want every recruiter, career counselor, Army nurse and AMC counselor, company, troop, or separate unit, to receive a copy, but there are not enough copies printed to provide a personal copy for everyone.

PASS THIS COPY ALONG to someone interested—around your office, down the hall, or through the entire section.

Be sure to keep us informed of your correct mailing list.

### REMINDER:

The new enlistment and reenlistment options for prior service Army enlisted personnel—which DA announced informally last October—will become generally effective on January 1. Army Regulation 601-225 officially lists the options and sets their effective dates. Commented one observer: "These new options are another reason *It pays to stay in!*"

## Relative Standings Reenlistment Competition

1 July 1959 thru  
31 October 1959

| ZI Armies and MDW | Standardized Immediate Reenlistment Rate |
|-------------------|------------------------------------------|
| 1—Second Army     | 35.7                                     |
| 2—Sixth Army      | 35.1                                     |
| 3—Fifth Army      | 33.1                                     |
| 4—Fourth Army     | 31.4                                     |
| 5—Third Army      | 31.2                                     |
| 6—M.D.W.          | 27.7                                     |
| 7—First Army      | 27.0                                     |

| Technical Services Corps | Standardized Immediate Reenlistment Rate |
|--------------------------|------------------------------------------|
| 1—Quartermaster          | 43.9                                     |
| 2—Chemical               | 33.0                                     |
| 3—Medical                | 32.1                                     |
| 4—Signal                 | 30.5                                     |
| 5—Transportation         | 29.5                                     |
| 6—Engineer               | 27.1                                     |
| 7—Ordnance               | 24.3                                     |

## Don't Make a Move Without Telling Us!

North or South  
East or West  
Just tell us where  
We'll do the rest

Some want less  
Some want more  
Tell us how many  
We'll even the score

Say it in rhyme or say it in prose:  
BUT SAY IT!

• When you change your address, send us both your OLD and NEW addresses.

OR

• If you want to INCREASE or DECREASE the number of copies you receive, send the information to the address in the box on this page.

## Sorry! No Room

Due to the enormous amount of publicity we are receiving about recognition of civilians who are aiding the Army Recruiting Service, it has been determined that this publication will give preference to publicizing the award of Department of the Army certificates rather than those of the individual Army areas, which could be publicized more favorably locally.

Keep on sending those awards of Certificates of Appointment as Honorary Recruiter.

*If you want an Airborne assignment, see newly issued DA Circular 614-11. It lists more than 1100 MOS vacancies in grades E3 to E7, and tells who can apply and how.*

# Jackson USARMS Performs Public Service With Lost and Found Station at State Fair

Another outstanding success was scored by the Jackson, Miss., USARMS with its Lost and Found Station at the 1959 Mississippi State Fair. For the eleventh consecutive year, the men of the Jackson recruiting area have operated this Station in conjunction with the Jackson Police Department.

It is not only a Lost and Found Department where lost articles are collected, advertised, and returned to their owners, it is also a place where frantic "lost" parents and frightened "found" children are happily brought together again. And it is in this department that business sometimes reaches land-office proportions.

During the Fair period, over 200 youngsters were returned to their parents out of the crowds that jammed the State Fairgrounds Midway. In the eleven years of operation of this project, more than 2,000 children have filtered through this Station on their way to worried parents or other relatives. 1957 was the biggest year when more than 300 children turned up alone at the Station. The youngest child ever found by the men manning the Station was 18 months old, but the ages usually range from 2 to 10 years.

This worthy project had its inception during the State Fair in 1949, quite by accident. At that time, Sgt (now SFC) Harold V. Cummings, Public Information NCO, Jackson USARMS, was manning a K-19 Trailer Display Unit, when a child was brought to his unit by Sergeant (now Captain) L. V. Warren, of the Jackson Police Department. They were soon successful in re-uniting the weeping child with his family. Later on, this success was

repeated several times.

It soon became apparent that parents in ever-increasing numbers were calling upon the Army for help in locating lost children, and so it was decided to make the project a permanent service.

During the eleven years of its existence, the growth of this project has been phenomenal; this year the Station was housed in a huge tent equipped with three loud-speakers which could be heard throughout the area. Inside the tent were a number of chairs for the comfort of the "clients" and display cases containing police guns, models of missiles, and antique guns, which were of great interest to the children as well as the adults. In addition, the G & M Wholesale Toy Company of Jackson donated a complete toy missile display which furnished hours of entertainment for scores of lost children and other persons who visited the Station as one of the points of interest at the Fair.

The biggest individual attraction of the State Fair of 1959 was the Nike-Hercules missile which was placed adjacent to the Lost and Found Station. It was estimated that over 200,000 persons viewed the missile during the days of the Fair.

The Lost and Found Station has created more good will for the Army Recruiting Service than any other project attempted in this area in recent years. Newspaper, radio and TV coverage was excellent. This year approximately 108 column inches were devoted to stories and pictures featuring activities at the Station and the displays provided for the amusement of the children.

Radio Station WJQS had three on-the-

spot broadcasts of five to seven minutes each during the week. WLBT, local TV station, carried one-minute spots and slides each day at 12:30 inviting the public to utilize the Army Lost and Found Station, and to visit the Army Nike-Hercules display nearby.

Plans for the future of this project are already being formulated. More facilities will be provided and the program expanded. The news media of this area are cooperating fully, and are promising an even bigger campaign next year to bring the Service to the attention of the public.

The toy missiles from G & M Sales are being converted into a permanent Army Recruiting display for use all over the state. The many unclaimed articles of clothing have been donated to worthy organizations.

In addition to Sergeant Cummings and Captain Warren, the Station has been operated by volunteers from the Jackson USARMS and RS, and the City Police Department, as they could be spared from their regular duties. During the 1959 Fair, SFC Bertie L. Reeves, supply sergeant of the Jackson USARMS, and SFC Price H. Easley, USARMS recruiter, were tireless in their efforts to make the project the success it was, often working from 12 noon until after midnight at the Station.

The Lost and Found Station is primarily a public service; however, the Army Recruiting Service gained at least two enlistments as a direct result of contacts made at the exhibit, and 27 male and two WAC prospects were listed. The Jackson Recruiting Station is hoping to enlist these by the end of the year.



LOST AND FOUND STATION which is Jackson USARMS's continuing project at Mississippi State Fairs.



NIKE-HERCULES MISSILE viewed by over 200,000 persons at the Mississippi State Fair of 1959.

# What Makes a Man A Successful Salesman?

**No single quality will do it, but rather a combination of characteristics and attitudes go into building the man people buy from. It's an advantage to be born with some of these traits, but most can be acquired.**

(Copyright, Sales Management, Inc. 1959.

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By WILLIAM J. TOBIN

What makes a man a successful salesman?

Your guess may be as good as the next man's. But numerous surveys taken among top salesmen, sales executives, psychologists and others—indicate that the following 20 traits and attitudes are essential for success in selling:

**RELIABILITY.** We trust a person we can depend on. The effectiveness of this trait is doubly compounded in salesmanship. You look for it in the men you hire, pay the biggest salaries for it, look for it in your sales management, replacements, promote and respect salesmen who have it. The reliable salesman gets things done, makes only the promises he can keep—and keeps the promises he makes. Words, or deeds that can't be depended on will never lead to an efficient and mutually beneficial sales exchange. From the customer's viewpoint a dependable honest salesman is a business asset. Once the customer discovers that this is a characteristic of the man he is doing business with, he not only respects him, likes his company and what he sells, but also protects and strongly resists any interference with the salesman-customer relationship. This means he won't go elsewhere with his business.

**INTEGRITY.** This is a higher order of dependability. Webster defines it as "moral soundness." This is another way of saying that the salesman who practices fair dealings as a way of life, as well as a way of selling, is incapable of being disloyal or false to his customers, his company, or himself. Looking at it very practically, moral soundness serves the best, long-term, sales and personal goals of the salesman. High-sounding as the phrase may appear, it makes up the hard core of any lasting sales relationship.

**KNOWLEDGE.** This includes product

knowledge and something more. Product knowledge is essential, a prime requisite, for success in selling. It must be augmented constantly. It must be modified as the facts about your product and your services, your markets and your customers, and the salesman and his abilities change. This suggests the other type of knowledge that is important to selling: Knowledge, in this second sense, is the product of an active, curious desire to know everything of importance about the customer-salesman relationship. It is a characteristic of all good salesmen that they are forever searching out the facts about what they sell and the people to whom they sell.

**SELF-MANAGEMENT.** Today's salesman is probably his own boss in more important ways than men in almost any other occupation in our business community. He determines what he will do, where he will go, the people to whom he will sell, the services he will provide, the hours in each day he will give to his work. All this involves self-management. Self-management is the wise direction of all his sales activities and the intelligent conservation and use of the time and energy he gives to them. The salesmen who make their mark selling do so because they realize that good self-management is of real dollars-and-cents value to them. In this profession above many others, time is money. Wasting time is wasting money.

**WORK ORGANIZATION.** This skill, which can be taught by experience, or by a conscientious application toward improving one's knowledge of the how-to of it, ranks high among the traits that build sales. Good work organization involves the efficient scheduling of all sales activities. The objective of good work organization, a frequently overlooked one it must be noted, is to produce a maximum of face-to-face selling. It is a deceptively simple fact, but an extremely important

one, that every minute counts in selling. The minutes that count for the most are those spent in front of customer or prospect.

**SINCERITY.** To be honest of mind and intent of purpose is a fundamental trait of good salesmanship. The opposite quality, insincerity, false intention, is a way of selling that defeats itself. Deal without sincerity and your customer soon enough finds it out and takes his business elsewhere. Sincerity means sticking to the truth. Beyond this, it carries with it the implication, the duty almost, that the salesman must be motivated by the desire to, first and foremost, benefit the customer. Overselling is insincere selling, as is high-pressure salesmanship. The only kind of pressure customers and prospects like is the low-pressure salesmanship that has their best interests uppermost in mind.

**INITIATIVE.** By this is meant self-initiated activity. This is a standout characteristic of successful salesmen. The good salesman is noted for an abundance of energy, get-up-and-go. He displays this aptitude for self-inspired action in everything he does. He has to, if he is to succeed at the business of motivating his customers to act on his suggestions, accept his ideas, purchase the goods and services he has for sale. Inertia and the fear of the consequences of change (psychologists say "fear of the unknown") is the salesman's biggest roadblock to success. The one personality characteristic that will overcome this is initiative. Initiative is the salesman's sparkplug. It can be developed, in fact it must be developed, by courageous thinking. The kind of thinking required is best defined by the quotation: "Why not go out on a limb . . . isn't that where the fruit is?" Of course no salesman goes out on a limb until after he has evaluated most of the risks, intelligently gauged the strength of the limb; only then, does he reach for the fruit.

**INDUSTRIOUSNESS.** Selling seems to require just a little more effort—more perseverance and persistence—than do other occupations. It is easy to see why. In most other fields of endeavor the work comes to the man. In selling the man goes to the work. It isn't any coincidence that salesmen have been described as men of action, go-getters, live-wires, human dynamos, aggressive and enthusiastic personalities. They have to be. It is all part of the job of selling. Hard work and good salesmanship are, in a very real sense, synonymous.

**ACCEPTANCE OF RESPONSIBILITY.**

Because of his unique position, a salesman is most frequently responsible to no one but himself. He is his own boss, the master of his own destiny, more fully than men of any other occupation of a comparable level and status. The rules of selling and working that he makes, the good ones he abides by and those that he breaks, determine the degree of his success. An outstanding trait of every good salesman is his ability to take on work, to make promises, to act in the interests of others, to perform his duty and to undertake tasks in a responsible diligent manner. It is part of the normal, and if you reflect a moment, natural make-up of people you like, respect, trust. It is a sales trait that keeps a customer sold, builds life-time relationships between customers and salesmen and the companies they represent. There are no better satisfactions for the salesman than those that come from assuming—and successfully carrying out—the many responsibilities presented to him.

**UNDERSTANDING.** A fundamental requirement of successful selling is to be able to comprehend what is happening on both sides of a sales interview. The salesman who would be in full control of the situation asks himself: What are the sales objectives? What effect are my words and actions having on the customer? How can I tactfully rebut price objection, prejudice, bargaining, wheeling-and-dealing tactics, reciprocity, etc.? It is true that a salesman not only has to stand in his own shoes, but also must stand in the shoes of his customer. Without this two-sided understanding no intelligent selling can take place, no real communication of the salesman's thoughts can be conveyed to his opposite, the customer. Understanding comes with the salesman's asking a single, sometimes extremely difficult, question of himself: "How does all this affect the customer?"

**SALES ETHICS.** This is as elementary as knowing what is right and what is wrong . . . and doing what is right. Harlow Curtice's statement, "What is good for General Motors is good for the country," applies as much to salesmanship as it does to General Motors. The best interests of salesmanship are synonymous with the best interests of the country. The best interests of salesmanship are synonymous with the best interests of all the people of America who are customers. Morally good selling is the best kind of selling for our economy and for any salesman interested in making a permanent niche for himself in our way of life.

**JUDGMENT.** Mature salesmen are noted for their perceptiveness. This, combined with the ability to weigh and evaluate words and actions in a sales interview, makes for topnotch selling. Good judgment is a hard-to-come-by skill that only experience, practice, a use of tested sales techniques can bring to fruition. The salesman of judgment is shrewd, wise, discriminatingly observant. He knows when to be discreet, when to push gently, the right time to ask for an order. A good salesman is an accurate judge of the human values and sales influences operating and shaping the opinions and buying decisions of his customer in every sales interview.

**GOOD HEALTH.** The poorly conditioned athlete doesn't run a good race, doesn't play a good game, doesn't bat successfully, doesn't carry the ball against opposition. So it is with a salesman. It's the wise salesman who doesn't overeat, doesn't take that extra cocktail, doesn't overtax himself physically or mentally. Probably the one man you have most frequently heard described as "on the ball," is a salesman. The source of his enthusiasm, a characteristic of most above-average salesmen has, in simple medical fact, its foundation in good mental, physical—and financial—health.

**COURTESY.** In one way this selling trait goes to the very heart of salesmanship. Courtesy means more than politeness—it means consideration for others, and appreciation for their position, sex and age. Courtesy is a single-word definition of the golden rule: "Do unto others as you would have them do unto you." Every salesman worthy of the title has a goodly share of this thoroughly Christian attitude toward life and people.

**DETERMINATION.** President Coolidge is well known for his philosophy that: "Nothing in the world can take the place of persistence. Talent will not: Nothing is more common than unsuccessful men with talent. Genius will not: Unrewarded genius is almost a proverb. Education will not: The world is full of educated derelicts. Persistence and determination alone are omnipotent." This quotation describes the kind of dogged persistence that carries the purposeful salesman along the road to success. A good salesman just never gives up when his reason, his research, his knowledge of customers and their needs indicate a sale is possible. A big helping of determination is a prerequisite, is part of the make-up of any good salesman. Of course, closed doors hold some

fears for even the best salesmen, but their determination dispels the fear and opens the doors; their will to act and reach their goals gets them the opportunity to see, talk to—and sell—prospects and customers.

**AGGRESSIVENESS.** The type of aggressiveness that is characteristic of the successful salesman is only distantly related to domination, and not at all connected with bullying. In selling, aggressiveness is the forceful pursuit of someone else's welfare. The poor salesman is aggressive in promoting his own self-interest—he rarely thinks of the customer's. The intelligent salesman promotes the interests of his customers first, because he knows this way of thinking best serves his interests.

**FRIENDLINESS.** Friendliness is one of the more outward and obvious signs of good salesmanship. Often the salesman is pictured as being on one side of the fence, the customer on the other. The implication is that they are opponents. Not so for the salesman who makes friends of his customers. This good-selling trait is a man-to-man friendliness, a natural and sincere cordiality. We all recognize that friends like each other, do favors for each other, like being together and working together. Customers react in much the same way when salesmen take the time to develop their friendship—and are careful never to take advantage of that friendship. Many a rewarding business relationship is solidly based on the honest fellowship between one man and another.

**RESOURCEFULNESS.** A selling trait for which most productive salesmen are noted is their ability to come up with answers for knotty sales problems. This is one reason why so many top salesmen are idea men, creative sellers of their goods and services. They are aware of a great reserve of mental and physical power. Much of this is in their natural creative ability. A lot more of it lies in their ability to capitalize on the skills and creativity of others. A good salesman knows how to use, coordinate, integrate the skills and knowledge, ideas and resources of others to further his sales aims. He is resourceful in his estimate of each sales situation, in his planning, use of time and formulation of a sales presentation. He overlooks no possibility in the way he services and sells his sales contacts, in his use of all the sales tools—people and things—available to help his selling to reach topmost efficiency.

*(Continued on page 6)*

## A Successful Salesman?

(Cont'd)

**PERSUASIVENESS.** This is a sales trait that includes, but goes beyond, the realm of reason, and appeals to feelings and desires. If there is any one skill that guarantees success in selling, it is the ability to be persuasive. It is a most difficult skill to come by because it encompasses the selling traits of integrity, dependability, sincerity, understanding, judgment, courtesy, and friendliness. It is a skill that can be acquired via study and application.

**APPRECIATION OF SELLING.** Finally, the successful salesman likes what he is doing. Part of his liking, of course, is due to the good pay and the enjoyment he gets out of meeting and working with people. But it should be clear that none of this would come to pass if he didn't fully appreciate the customer-salesman relationship involved in the process of selling and buying. It is because he fully comprehends the art of balancing and manipulating the forces involved that he gets the job satisfaction and above-average financial compensation that selling can provide. Still another factor in this affinity for selling, necessary to every good salesman, is a driving desire to know more and more about human relations and motivation. The man who fulfills himself in such a manner grows as a person as well as a salesman—serves the best interests of his customers, his company, himself, and the much larger interests of the community as a whole. He sees selling as a necessary and important job that needs doing. Because of the good he sees it can do, selling gives him a great lift and a great sense of accomplishment.

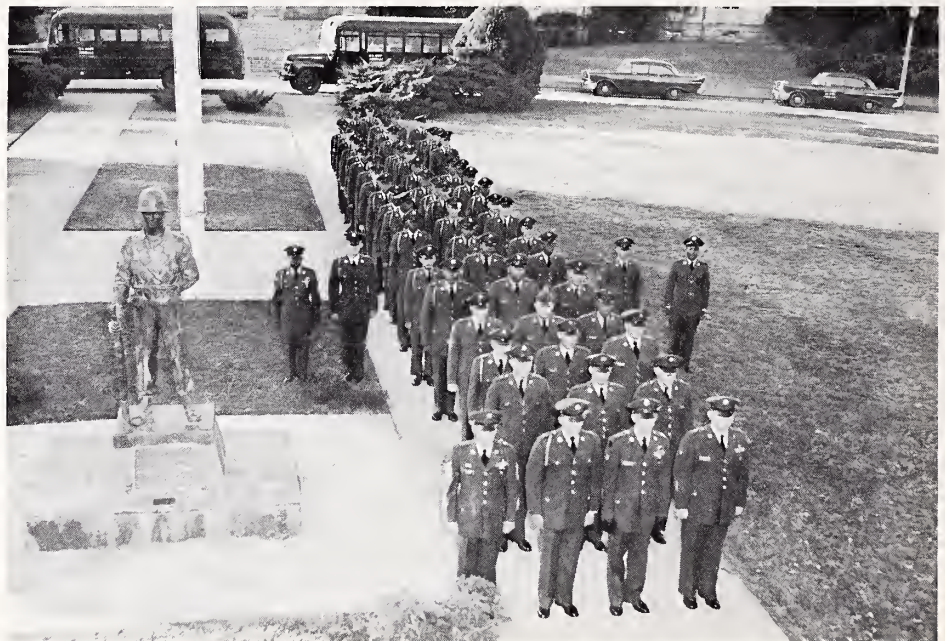
It might well be said of America's top salesmen that they are constantly striving to achieve a kind of excellence in their profession. In this connection the words of Gilbert W. Chapman, president, Yale & Towne Manufacturing Co., come to mind: "Excellence is not an elusive ideal, but something very tangible. Like America itself, it may mean different things to different people. . . . Excellence is rebellion against the commonplace. It is a rejection of any doctrine . . . which justifies the lowest common denominator as the measure of the work man should do. Excellence is an attitude which gives importance to ideas as much as to material things. It excludes expediency as a way of life. Excellence is reverence for truth. And most important of all, excellence is striving for intellectual growth."

## Fort Dix Retains 31 Ultimate Weapons



Beneath the statue, "The Ultimate Weapon," dedicated to the individual soldier, stood 31 Dixons who enlisted or reenlisted for a total of 137 years. The group is flanked by the Fort Dix career counselors with MSgt Edward B. Keeney, chief career counselor, standing in front. Maj General Sidney C. Wooten, commanding general, Fort Dix, administered the reenlistment oath.

## Fort Benning Concludes Campaign With 64



Sixty-four Fort Benning enlisted men form the shape of a bayonet, symbol of The Infantry School, at reenlistment ceremonies next to the famed Doughboy Statue. The mass reenlistment marked the highly successful conclusion of Fort Benning's RITA (Reenlist in the Army) campaign. The 64 were sworn in by Maj General Paul L. Freeman, Jr., commanding general of The Infantry Center.

*Recruiters or reenlistment counselors who try to put over a big project and fail are infinitely better than those who try to do nothing and succeed.*

*All successful recruiters have civilian helpers. The amount of assistance obtained from such contacts depends upon the interest shown by the recruiter.*

# STAY

# IN

# SCHOOL

U. S. ARMY RECRUITING SERVICE

THE ARMY'S TECHNICAL TRAINING PROGRAM GIVES PREFERENCE TO YOUNG MEN AND WOMEN WHO ARE HIGH SCHOOL GRADUATES IN CONSIDERING APPLICANTS FOR ITS CLASSES. IT'S COMMON SENSE THAT YOU ARE OF GREATER VALUE TO YOUR COUNTRY, TO THE ARMY AND TO YOURSELF, IF YOU HAVE COMPLETED YOUR HIGH SCHOOL STUDIES.

EVERY YEAR A LOT OF YOUNG MEN AND WOMEN GET EITHER POOR ADVICE OR A RASH DECISION STANDS THEM INTO QUITTING SCHOOL. IN ALL TOO MANY CASES THEY HAVE OCCASION TO REGRET IT WHEN THEY CUT SHORT THEIR EDUCATION. ARMY AUTHORITIES ARE IN FULL AGREEMENT WITH PARENTS AND TEACHERS ON THIS SUBJECT. A HIGH SCHOOL DIPLOMA IS ESSENTIAL TO A YOUNG PERSON WITH AMBITIONS IN LATER LIFE. IT OPENS A LOT OF DOORS THAT WOULD OTHERWISE REMAIN CLOSED.

## Signs of the Times in Fifth Army



Prospects in Lebanon, Ind., have no difficulty in spotting the local Army Recruiting Station, day or night. This 4x8 foot, red, white and blue illuminated sign is one of eight now shining in Hoosierland.

This ad, designed by Indianapolis USARMS, and flyers of the ad were used by Indiana recruiters prior to American Education Week to plug the Army's "Stay in School" policy through local and high school newspapers. Both educators and editors were enthusiastic about the ad, which took its format from the booklet "This Is How It Is." One recruiter reported, "The newspaper mat was my key to a school I have not been able to get into for three years. After seeing it, the principal welcomed me with open arms. He is going to run it in the school paper two or three times during the school year." Arsenal Technical High School, the largest in Indianapolis, used the mat in its paper and mailed 1,500 copies of the flyer to members of the PTA. Editors throughout the state spoke of the ad as a golden opportunity to serve the youth of the community as well as the U. S. Army Recruiting Service.



MSgt George W. Goff (left) of the Indianapolis, Ind., USARMS, and MSgt Harry H. Shank of the Indianapolis Recruiting Station stand by one of 90 new roadside signs in the Hoosier State. There are 19 more to go. Measuring 4x8 feet, the signs are located on main highways leading to cities where recruiting offices are located. The purpose of this project, one of many initiated by Maj John B. Moore, USARMS commander, to assist individual recruiters, is to "spread the gospel" on the CHOICE NOT CHANCE program and to keep before the public the address where they may get information about anything pertaining to enlistment in the United States Army.



At the annual Iowa State Teachers' Convention in Des Moines this panel board display of models of the U. S. Army's family of guided missiles and a world globe banded with neon tubes alternately flashing colored light were used to attract attention to various counseling aids available. Many of the 17,000 Iowa educators attending stopped at the recruiting booth to pick up literature for use in their schools and to see if the counseling aids in their school libraries were up-to-date and complete.

With some imagination, a few feet of salvaged plywood, enough velour paper to cover the wood, and 2-inch plastic letters, Sgt William L. Ramsey came up with these two signs which he made in the Denver, Colo., USARMS workshop. The displays are in 3-D. The engineer castle is mounted on scarlet velour paper and the combat infantry badge on dark blue. Each display cost about two dollars. Denver plans to produce one or two such units for each branch of service for recruiting publicity.



# Oakland Recruiters

## Hit a Bull's-Eye

### With Operation BAM

Operation BAM (Bay Area Missilemen), conducted by the Oakland, California, USARMS, scored a direct hit when 34 young men from Northern California were enlisted during a mass swearing-in ceremony at the Enlisted Service Club, Presidio of San Francisco. They will serve at missile sites of the 40th Artillery Brigade, Sixth Region, U.S. Army Air Defense Command in the San Francisco Bay Area.

To begin with, Maj Lloyd E. Rubbelke, commanding officer of the Oakland USARMS, requested Department of the Army for authority to enlist 50 non-prior servicemen for duty with USARADCOM. The request was approved but the number was limited to 35.

Upon receipt of approval by Department of the Army, a conference was quickly arranged between publicity and key recruiting personnel of the Oakland USARMS and the 40th Artillery Brigade, Fort Baker, California, to formulate plans for the procurement campaign. Two hundred window posters were produced for BAM at the Sixth U.S. Army Recruiting District Publicity Shop, for distribution by recruiters to Bay Area merchants. BAM announcements, news releases and photographs were mailed or hand-carried to newspapers, radio and television stations. Messages of support were requested of and received from civic officials.

The project was an immediate success which culminated in the Oath of Enlistment ceremony at the Presidio Service Club, following a half-hour concert by the Sixth U.S. Army Band. On the speakers' platform were Maj General B. A. Holtzworth, chief of staff, Headquarters Sixth U.S. Army; Maj General E. J. McGaw, commanding general, Sixth Region, U.S. Army Air Defense Command, who administered the Oath of Enlistment; the Honorable George Christopher, Mayor of San Francisco, guest speaker who had proclaimed the previous week "Army Recruiting Week"; Col Walter H. Skielvig, military personnel procurement officer, Headquarters Sixth U.S. Army, Master of Ceremonies; Col Andrew L. Lolli, 40th Artillery Brigade, who welcomed the men to his command; and Capt Edward G. Carson, chaplain, 40th Artillery Brigade, who gave the invocation. Other civil and military officials from Bay Area communities and approximately 120 parents and relatives of the enlistees were in the large audience.

Two charming and beautiful young ladies acted as hostesses, greeting everyone at the entrance to the club with a smile and a name card. They were Miss Jimmie Sue Lawson, "Miss San Joaquin City and Farm Girl of 1959" from Stockton, California, and Miss Kay Moore, "Miss Contra Costa County of 1959" from Hayward, California. Following the ceremony, refreshments were served as the band played a short closing concert. The program closed as the new recruits marched from the club to a special bus which carried them to the basic training center at Fort Ord, California.

Operation BAM was most successful, not only in the procurement of young men needed for ARADCOM, but as a source of much valuable publicity and public relations for the Army Recruiting Service. In the limited time between inception and completion of the program, stories and Nike site photographs appeared in 41 widely-circulated newspapers, 18 neighborhood shopping news publications, spot announcements were used by 45 radio stations throughout Northern California, for an ap-

proximate total of 210 airings, and four television stations presented TV slides and announcements during the period. Merchants, civic officials, service clubs and influential civilians supported the program at every opportunity.

According to Major Rubbelke, Oakland USARMS commander, one of the permanent benefits resulting from BAM is that his recruiters are now better acquainted with publicity media, civic officials and citizens of their areas of responsibility, and have learned the processes for conducting successful procurement campaigns and public relations activities, with a minimum of time taken from normal recruiting duties.



FUTURE ARMY MISSILEMEN line up with the principal speakers at the Operation BAM enlistment ceremony. Left to right in the front row center are Maj General E. J. McGaw, CG, Sixth Region USARADCOM, Mayor George Christopher of San Francisco and Maj General Bertram Holtzworth, chief of staff, Sixth U. S. Army.



MAYOR GEORGE CHRISTOPHER of San Francisco presents MSgt David C. Parks, San Francisco area recruiting supervisor, with a proclamation declaring a U. S. Army Recruiting Week in San Francisco.



OFFICIAL GREETERS at the Operation BAM enlistment ceremony are "Miss Contra Costa," Kay Moore (left), and "Miss San Joaquin City and Farm Girl," Jimmie Sue Lawson (second from left). They greet Mrs. Helen L. Freeman, councilwoman from Alameda and SFC James Allen, station commander, Oakland Recruiting Station, at the Presidia of San Francisco Service Club



MR. ARTHUR KAUFMANN, Army Secretary Brucker's eastern Pennsylvania civilian aide, cuts the ribbon to officially open the Armed Forces Exomining Station and Recruiting Main Station in Philadelphia, Pa. Looking on are Maj General Bryon Millburn of Temple University; Capt Donald Kelly, USN; Mr. Allon Wetter, school superintendent of Philadelphia; and Capt Freeman V. Horner, operations officer of the new recruiting main station.



WINDOW DISPLAY in Logon, Utah, in connection with the opening of a new U. S. Army recruiting station in the city. To celebrate the addition to the recruiting family, a U. S. Army "Recruiter's Day" was held for recruiting personnel of the area.

## Progress At The Crossroads

In Ye Olden Dayes, when a house or barn was raised, all the neighbors were invited to assist in the work that was to be done. A soiree was generally held afterwards.

History was sometimes dated from such events; but today when Army recruiters open a new recruiting station, notables from far and wide are invited to launch the project. The historical dating is not expected, but publicity for Army recruiting is sought.

Just recently, three such events took place—far apart to be sure—one, a new Recruiting Main Station in Philadelphia brought educators, notables, brass and others to the event. Another was way up in the northeast in Maine, with yet another across the Nation in Utah.

The Philadelphia recruiters report they are very happy about their new main station, which is the newest and shiniest in the Recruiting Service.

The floors are spotless asphalt tile, the walls are a smooth, light green, and all the lighting is fluorescent. The conference rooms and executive offices are carpeted and have light oak panelling. Many of the partitions are glass.

No space is wasted and the layout permits a continuous and smooth flow of processing and testing. When an applicant walks into the building, he has the Army on one side and the Air Force on the other. AFES is utilized for reception, so that a man is logged in simultaneously for both

AFES and Joint Processing—a great time-saver.

Opening ceremonies were attended by Col William M. Gold, chief MPPD-TAGO, who represented The Adjutant General's Office; Col C. E. Howell, representing DCSPers; Maj Gen Bryan J. Millburn

(USA, Ret.), Management Division, Temple University; Col Fred J. Martineau, CO, Second U. S. Army Recruiting District; Capt Donald F. Kelly, USN, Navy Chaplain; Col Henry B. Wilson, CO,

*(Continued on page 11)*



SNIP AND THE RIBBON FALLS as Mavor Albert L. Bernier of Waterville, Maine, performs the honors and officially opens the new U. S. Army Recruiting Station in his city. Observing are (left to right) Capt Martin Blitzer, commanding officer of Portland, Maine, USARMS; SFC Blanche E. Kelley, WAC representative; MSgt George V. Goodnoe, Waterville station commander; SFC Robert O. Mercier, Portland USARMS; and Capt Bruce A. Johnson, Portland, USARMS.



# United With Old Glory

## Part II

CONNECTICUT—Maj John M. Pawling, commanding officer, New Haven USARMS, presents the official flag of the State of Connecticut to two prospective WAC officers who took it with them to Fort McClellan, Ala., where they participated in the college junior summer training program. Left to right are 2d Lt Jane I. Hallman, WAC recruiting officer; Miss Carol P. Waters; Miss Sandra J. Price; and Major Pawling.



KANSAS—Miss Marlene Spilker is presented a Kansas State flag by Mrs. George Dacking (left), wife of the State governor. Miss Spilker, a WAC enlistee, presented the flag to the WAC Training Center Historical Museum upon her arrival at the Center for basic training.

In the August 1959 issue of The RECRUITING Journal we told the story of the Flag Room at the WAC Center at Fort McClellan, Alabama. At that time there were many state flags still missing before the collection could be complete. Since then more states have presented flags to the WAC Center, some of which we show here. During September, members of the American Legion Post #224, an all-women's post from Atlanta, brought the Georgia flag to the Center. As this goes to press, the collection includes flags from 45 states. Various people have promised to work for the Illinois, Nebraska, Nevada and South Carolina flags which are still missing from the collection. How to procure the Alaskan flag is also an unsolved problem. Perhaps soon we can show the Flag Room with flags proudly representing all the states in these United States.



VIRGINIA—The Honorable J. Lindsay Almond, Governor of Virginia, presents the Virginia State Flag to 1st Lt Carol L. Smith, WAC recruiting officer for the Richmond USARMS. The flag was delivered to the WAC Museum at Fort McClellan to be placed alongside the other state flags. The flag ceremony received much publicity from the news media in Richmond. The Richmond News Leader published a three-column photograph of the presentation, while news photographers from TV stations WRVA and WXEX shot film which was later used on several of their newscasts.



MAINE—The "State of Maine" platoon, comprising eight women from the Portland USARMS area, is receiving the State of Maine flag from Capt Bernette Albert, WAC officer, Portland USARMS. The flag was delivered to the WAC Museum at Fort McClellan, Ala., where the WAC enlistees pursued basic training. The idea of recruiting a special platoon for the Women's Army Corps was conceived by SFC Blanche Kelley (right), WAC recruiter. Portland recruiters, led by Capt Martin Blitzer, Portland USARMS commander, assisted Sergeant Kelley in this special recruitment campaign.



WYOMING—The Honorable Jae Hickey, Governor of Wyoming, presents the Wyoming State Flag to Mrs. Howard W. Brimmer, member of the DACOWITS Committee of Wyoming, who in turn presented it to Lt Col Duane C. Wilsan, Denver, Colo., USARMS commander, for proper delivery to the WAC Center for display with other state flags.



KENTUCKY—Miss Janet Louise Blanford, who enlisted in the Women's Army Corps of the Louisville, Ky., USARMS, is holding the Kentucky State Flag with Capt Frances Berg, WAC selection officer for the Louisville USARMS. Miss Blanford presented this flag to the WAC Center Museum for display with other state flags.

## Progress at the Crossroads

(Cont'd)

3502d USAF Recruiting Group; Lt Col Helen Corthay, chief, WAC Section, MPPD-TAGO; and Maj E. M. Hovatter, CO, U. S. Marine Corps Recruiting Station.

Civilian dignitaries included Mr. Arthur Kaufmann, Army Secretary Brucker's eastern Pennsylvania civilian aide, who cut the ribbon and formally christened the new main station and Armed Forces Examining Station; Dr. Allan H. Wetter, school superintendent of Philadelphia; the Rev. Msgr. Edward M. Reilly, Diocesan superintendent of schools; and Mr. John Call, owner of the building which contains the new RMS.

On the other side of the Nation, and in a much smaller way, a part-time Army recruiting station was opened at Logan, Utah, by SFC Charles R. Colvin.

In connection with the opening of this station, the public was invited to a display on the courthouse grounds, which included the Army display bus, models of all the latest equipment and other military items of interest.

Following the opening, which was well attended by recruiting personnel from the Fort Douglas USARMS, a luncheon was held and attended by civilian and military dignitaries interested in Army recruiting in that locale.

Then down east in Maine, the ribbon across the doorway to a new Army recruiting station in Waterville was cut by Hon. Albert L. Bernier, mayor of the city, and Army recruiting was operational in the area.

## A Fresh Start

It is a common practice to make good resolutions at this time of year. Soldiers, no less than civilians, may use this commendable habit to good effect. Behind us lies the old year, with all its record of omission and commission, our failures, our weaknesses. Before us looms the new year, with its opportunities to start afresh.

The soldier on recruiting duty can make a number of good resolutions. He can promise his better self that he will strive to exceed his past year's record of high type production, no matter how good that 1959 record may have seemed to him at the time. He can pledge himself to obtain even better men for the service, no matter how high the quality of applicants he has caused to be enlisted during the past year. He can put aside that habit of being satisfied with an average day's work, and strive for a better-than-average working day. He can resolve to talk, write, think, and live recruiting. He can spur himself on to make a more presentable personal appearance as he takes up his day's routine. He can require himself to maintain a high standard of deportment in his off moments, knowing that the U. S. Army is judged by its canvassers in the smaller communities especially.

The conscientious recruiter, who tries to do all this but who may think he is exempt from the making of such New Year resolutions, oftentimes knows bitter moments of depression. "What's the use?" he asks himself. "Here I am, doing my best to make good, day after day, and no one knows it. No one appreciates the efforts I

am making to bring credit to myself and the service by my hard work. Or, if they do know it, they never encourage me to greater effort by a word of commendation."

Such a man needs the fresh impetus of a New Year, too. For he is mistaken in thinking that his good work is going unnoticed. No matter how far he may be away from the main station, no matter how seemingly isolated a post is his, no recruiter is lost sight of by the officers charged with the responsibility for his particular area. He may be certain that his daily work is noticed and favorably remarked upon by those in authority. Back there in the main office where a day-by-day record of results attained is kept, his efficiency is acknowledged. His ability will reap its own rewards when the opportunity occurs.

The year 1959 is dead and gone, ancient history. The year 1960 lies ahead, a blank page, inviting every one of us to write the very best that is within us upon that page. Let us all get off to a fresh start and spur ourselves on to the heights in the coming year.

## History of Flag

Several requests have been received from the field for an article on "The Flag of the United States." This would require a lengthy article which would take up most of an issue if published.

DA Pamphlet 355-116, titled "Our Flag," covers the history, display, courtesies, etc., and has been published for the use of personnel in the military Services.

# Ranger—Mark Of A Man

In the swamps of Florida and in the mountains of North Georgia, the Infantry, Queen of Battles, is developing a new breed of fighting man—The U. S. ARMY RANGER.

This fighting man is a superb combat soldier with exceptional endurance, skilled in the techniques of field craft, survival, jungle, air mobile, waterborne and mountain operations. Though the concept of this specially trained soldier is new, his proud heritage is a long and colorful one. The Rangers' history dates back over 200 years to our French and Indian Wars and to Rogers' Rangers organized in the year 1756. Techniques, skills and tactics used by Major Rogers and further developed by Morgan, Marion, Mosby and other Ranger commanders are part of today's Ranger training. What part will they play and why are they applicable to tomorrow's battlefield?

When the concept of atomic warfare was developed by our military leaders and the new impressive weapons of war were re-evaluated, no substitute could be found for the ultimate weapon, the combat soldier. In tomorrow's war this soldier will be a part of well-dispersed combat forces, operating great distances from their parent unit, and oftentimes, many miles deep in enemy-occupied territory, resulting in the requirement for a change in tactics and the training of this new breed of fighting men to assure victory on the atomic battlefield.

Rogers' men required very little training because Ranger techniques and methods of operation were an inherent part of the daily life of the American frontiersman. This was his way of life. Under military discipline he easily adapted to the type of warfare of that era. Over the years the American way of life has changed. Today the American youth is not exposed to the conditions that developed yesterday's fighting man; yet, the spirit of the frontiersman carries on. Whenever the need for this type of man exists, the call does not go unanswered.

During World War II, six Ranger battalions were formed with this type of volunteer. These sturdy individuals were used to assault the apparently impregnable key defenses overlooking the landing beaches of North Africa, Sicily, Italy, Normandy and the

Philippines. With Indian stealth they often infiltrated through front-line positions striking the enemy unexpectedly from the rear. Wherever a tough position was to be taken, there one found the Army Rangers. In Korea the same was true. Here smaller Ranger-Airborne companies were pressed into action. These units were later deactivated and their highly trained personnel were spread throughout our fighting forces in Korea; thus, all combat units developed the capability of carrying out Ranger-type missions. Here the seed for today's Army concept of Ranger training was born.

Since January 1952 the U.S. Army has been training individual Rangers in an eight-week course of instruction. Over 5,000 men met the rugged prerequisites and have been qualified as Rangers. They form a hardened core of our combat-ready forces. Two Ranger companies remained on active duty to fulfill the mission of training today's Rangers. Vacancies now exist in these units which are located at the Florida Ranger Camp, Eglin Air Force Base, Florida, and the Mountain Ranger Camp, Dahlonaga, Georgia, for qualified Rangers. Others may volunteer for duty on the instructional staff of the Ranger Department, United States Army Infantry School at Fort Benning, Georgia.

Any physically qualified soldier may volunteer for Ranger training. All applicants must demonstrate that they are in good physical condition by attaining a minimum total score of 225 on the Army Physical Fitness Test. Minimum repetitions of each exercise are also required. Because of the nature of the training, all candidates must be able to swim. Volunteers must have a character rating of "excellent" and have nine months or more of active duty remaining after completion of the course. Successful enlisted graduates below the grade of sergeant (E5) normally receive a one-grade promotion upon graduation regardless of vacancies in their parent unit. The Army School Catalog (DA Pamphlet 20-21) outlines specific procedures for application into Ranger training.

The soldier who completes the Ranger Course gains the equivalent of two or three campaigns in battle. Many highly decorated



**PHYSICAL CONDITIONING.** Rangers become physically hardened still further during the Fort Benning phase of training.



**COMBAT PATROL.** Rangers are required to plan and execute combat operations over the most difficult terrain available.

veterans, including one Medal of Honor recipient, have attested to this fact. The instruction is of a performance type; the Ranger learns by doing. He takes part in 16 simulated combat operations of which three are air mobile. Others are amphibious assaults on the off-shore islands in the Gulf of Mexico. Some operations penetrate deep into seemingly impassable swamps and mountainous terrain.

During the initial phase of training conducted at Fort Benning, the Ranger is physically hardened and is taught basic soldiering skills at an accelerated pace. After reaching the desired level of proficiency, the Ranger training unit is transferred to Florida for three weeks of swamp and jungle training. Here, and perhaps for the first time in his life, the Ranger becomes acquainted with hunger, fatigue and the pressure of a combat situation. Often-times he uncovers weaknesses of which he was not aware. Successfully overcoming these weaknesses is a prerequisite to Ranger qualification.

The three weeks of survival and jungle training at the Florida Ranger Camp are followed by the mountaineering phase. In the foothills of the Blue Ridge Mountains in North Georgia, the Ranger becomes proficient in rappelling and other essential techniques of mountain warfare. After this preliminary mountain training, the Ranger company conducts combat operations against an aggressor force whose tactics very closely resemble those of our potential enemy.

From time of reporting to completion of the course, the student is forced to adhere to rigid standards of discipline. He finds the training realistic, tough and to a degree, hazardous. The Ranger is placed in situations that tax his capabilities to the maximum. He is required to operate effectively in all types of weather and over the most difficult terrain available. Even the fears that soldiers face in combat are injected into the training. Overcoming these fears is a prerequisite to successful completion of the course. These challenges come in form of confidence tests which are administered after long arduous patrols when the Ranger is fatigued both physically and mentally and when his confidence is at a low ebb.

The first of these confidence tests is the rope drop which is conducted during the Florida phase of training. Here the Ranger must climb a vertical pole of 35 feet, walk across a narrow catwalk to a horizontal rope, climb this rope to a still higher horizontal rope and, on command, drop into a stream below.

In the mountains the Ranger is required to climb a swaying rope ladder up to a platform suspended 65 feet above the ground. Once there, he must reach out and attach a pulley block to a steel cable and, grasping the small hook, slide down the cable over a deep mountain lake, sometimes attaining a speed of fifty miles an hour. Upon command and with split-second timing he drops into the water below.

These tests provide a basis for the Ranger to develop his self-confidence by overcoming his inherent fear of height, water and a fear of the unknown.

Good basic soldierly habits are a *must* in Ranger training and operations. Self-discipline and self-confidence are the tools of a Ranger. Completion of the Ranger Course is an outstanding accomplishment for any soldier. The coveted Ranger Tab award is given to only the Army's best and all wear it with pride. The successful graduate is a soldier thoroughly indoctrinated with the Ranger imprint, drive, toughness and esprit. He is confident of his ability to operate effectively in combat under any circumstances of physical and mental stress. Herein lies the key to victory in the next battle for the preservation of the Free World. *The Army requires its finest fighting men for this training.*



**SURVIVAL TRAINING.** Rangers must be prepared to live off the land which often includes the killing of reptiles.



**HAND-TO-HAND COMBAT.** The Ranger learns to fight and/or defend himself when unarmed and pitted against an armed opponent.



**MOUNTAIN COMBAT PATROL.** Rangers are required to operate effectively in all types of weather.

## Recognition by Department of the Army



Farmer aide to President Eisenhower, Mr. Robert Cutler (center) is presented a Department of the Army Certificate of Appreciation for his support in a recruiting and publicity program held in Eastern Massachusetts, by Maj Filmare W. McAbee (right), commander of recruiting in the area. The award is being made by Col Peter O. Ward, deputy Corps commander, XIII Army Corps, Fort Devens, Mass.



Mr. Lewis Klein, program director, WFIL-TV, Philadelphia, Pa., receives a Certificate of Appointment as Honorary Recruiter for his assistance in the Army recruiting effort in the Philadelphia area. Presenting the Certificate is Capt Freeman V. Horner, operations officer of the Philadelphia USARMS.



Maj George W. Clark, Jr., former commander of Jacksonville USARMS, presents a Certificate of Appointment as Honorary Recruiter to Decca Records recording star, Mr. Glenn Reeves, as Mr. Harold Meeks (far right) and western swing band leader. The presentation was made live on camera in the studios of WFGA-TV, Jacksonville, Fla. Mr. Reeves is a long-time member of the Dee Jay Corps and has been an enthusiastic supporter of the Army Recruiting Service on his radio and TV shows.



Mr. Grady Faulk, Jr., Tyler, Tex., holds a Certificate of Appointment as Honorary Army Recruiter presented by Capt Minnie L. Harris, WAC recruiting officer, Dallas. MSgt Margan F. Butts, Tyler recruiter, witnesses the event. Mr. Faulk, director of Civil Defense for that area, was honored for his untiring assistance to recruiters which has resulted in numerous Army enlistments.

### Tie-In To Grand Openings

SFC John W. Johnson and SFC Albert B. Ohmann, Army recruiters at La Crosse, Wisconsin, pass along the suggestion that if there is going to be a grand opening of a large firm in your area, and if you are willing to do some extra work, it's a great time and place to "cash in" with recruiting publicity. La Crosse is in the Minneapolis USARMS area commanded by Col Daniel J. Murphy.

The sergeants back up their bit of advice with their own experience at the opening of the Batavian National Bank at La Crosse.

The ball started rolling when Mr. Ross Hunt, the bank president, and Mr. Fred Potter, the vice president, requested the recruiters' assistance with publicity.

Capt Edward M. Drose, operations officer, and Lt William A. Bonnstatter, publicity officer at the Minneapolis USARMS, gave the recruiters a hand by arranging with the Milwaukee USARMS for an inside display of full scale missile models and the 61st Air Defense Group of Milwaukee cooperated by sending an outside display of the Nike Ajax and the Hercules.

The Defense Group sent along six missilemen, three of whom were recruited at

La Crosse for this duty. They explained the missiles and provided a local tie-in which proved a most effective drawing card.

Sergeants Johnson and Ohmann showed movies in the bank lobby and presented recruiting literature to the 40,000 people who attended the opening.

Advance publicity for the opening was also a boon to recruiting. The La Crosse recruiters and the exhibits were featured on two 30-minute TV programs in a key time slot following the news in the evenings and received prominent mention in news coverage, a number of radio spots, and a full-page newspaper advertisement.



Nine men of The Pravast Marshal General Center at Fort Gardan, Ga., reenlist for a total of 32 years. Being sworn in with PMGC reenlistment officers and non-coms in attendance, are MSgt Robert Mixer, Ca E, PMGS; SFC Ernest J. Lingafelt, Hq & Hq Co, PMGC; SP6 Russel W. Kleinhans, Hq Det, 504th MP Bn; Pvt Harley B. Florence, Ca A, 504th MP Bn; Pvt John R. Allen, Hq & Hq Co, PMGC; Pvt Bobby L. Hughes, Rec Co, PMGC; Pvt Paul R. Agapitas, Co A, PMGS; Pvt Paul J. Baxter, Rec Co, PMGC; and Pvt Richard W. Merrill, Rec Co, PMGC. Color Bearer is Sgt Patrick J. Davis, PMGC reenlistment counselor. Capt. Merritt E. Hein, PMGC personnel officer is swearing the men in as Lt Col Richard I. Newcomb, PMGC executive officer, looks on.



The U. S. Army gained 45 years of service and eight enlisted men through the efforts of SFC Aldie Greene, recruiting sergeant for the 56th Quartermaster Battalion at Kaiserslautern, Germany. This is a record in the history of the Battalion. A celebration was in order. After being sworn in by 56th's commanding officer, Lt Col Irwin A. Dahl, the eight men, their CO's, 1st Sergeants and all concerned, hauled off to the mess hall where the cooks got in on the deal with a special cake. The reenlistees are SP4 Phillip G. Spencer, Hq Det; Cpl James Griffin, 565th QM Co; SP4 Jimmie Burden, 565th QM Co; PFC Ernest Duncan, 565th QM Co; PFC Babbie Williams, 565th QM Co; Sgt Elwin Carlos Hicks, 3767th QM Co; SP4 Darwin Maxfield, 488th QM Co; and PFC Nickalus Hummel, 157th QM Co.

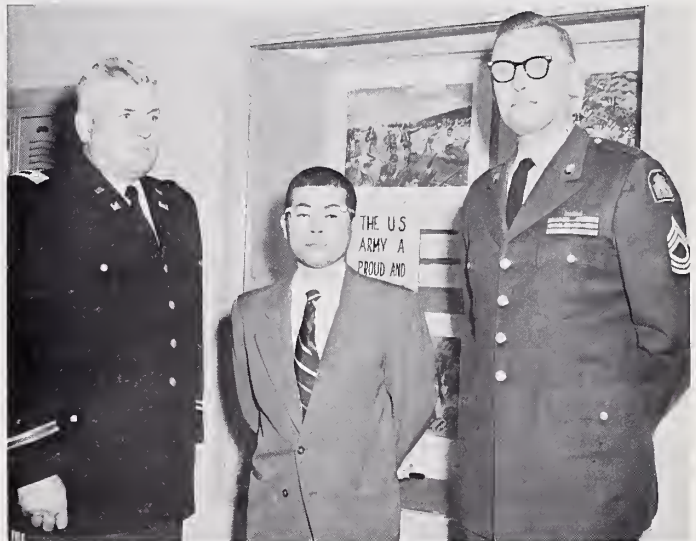
## History and Traditions Pictured at High School

When Mr. Nakasone, instructor in history and citizenship at White Bear High School at White Bear Lake, Minnesota, a suburb of St. Paul, mentioned to St. Paul recruiters, MSgt Robert J. Abraham and MSgt Ward B. Asher, that he wished there was a way to make 1200 students more aware of military history, traditions, accomplishments, etc., he got immediate action.

The sergeants launched a project called "Vets." Acquiring pictures depicting the Code of Conduct and historic battle scenes, they arranged them in displays and set them up in the hallways of the school.

Mr. Nakasone's students made posters and signs explaining the pictures. The theme of the display followed military history pointing up Veteran's Day. New pictures were put up each day to provide continuing interest.

Besides the good relations generated among the faculty members and students, another outgrowth of the Vets exhibit was arrangements for several faculty members to visit the Minneapolis USARMS to get firsthand information on the testing program and processing routine of Army enlistees.



Standing by VETS DISPLAY put up by St. Paul, Minn., recruiters, MSgt Robert J. Abraham and MSgt Ward B. Asher of White Bear High School are (left to right) Lt Col D. J. Murphy, Minneapolis USARMS commander; Mr. Nakasone, White Bear High School instructor; and Sergeant Abraham.

## Medicare Changes For 1960

Certain restrictions imposed in the Medicare program on October 1, 1958, will be removed about January 1, 1960.

The announcement, made by Dr. Frank B. Berry, Assistant Secretary of Defense (Health and Medical), lifted the restrictions on the type of medical care available to dependents of members of the uniformed services.

The Defense Department cautioned dependents living with sponsors that the "permit" system is still in effect and they must have this certificate before they are eligible for treatment from private doctors.

Perhaps the biggest single provision to

be reinstated is the right for dependents to once again be eligible for "plannable surgery" through private practitioners. Another vital Medicare provision to be put back in force deals with outpatient care in cases of accidental injuries.

*This means the dependents of service-men can now receive immediate care, on an outpatient basis, from a private doctor in the case of any emergency such as broken legs, arms and severe cuts.*

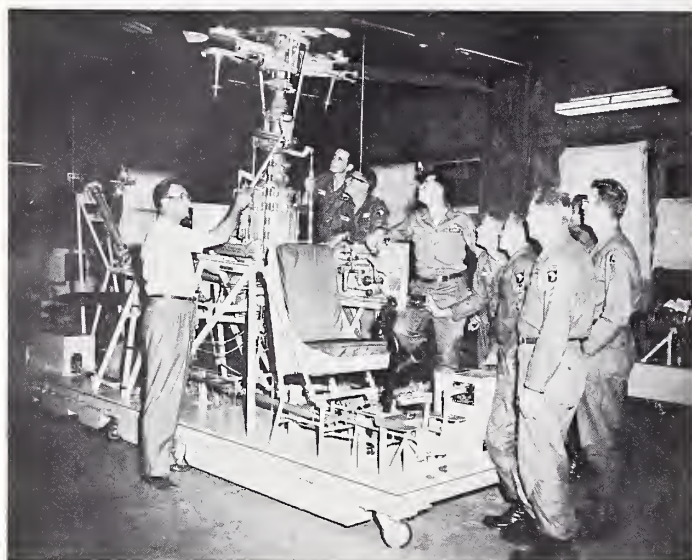
Still another important provision to be restored concerns the care of acute emotional disorders for 21 days or until other provisions can be made for more prolonged treatment.

These are other provisions also reinstated:

- Medical and surgical care in specified non-emergency conditions is authorized.
- A dependent wife who is eligible for civilian medical care, whose husband dies while on active duty, and who is pregnant at the time of death, may receive obstetrical and maternity care. (Note: This change was agreed to by the three services and became effective on July 28, 1959.)
- The allowance of \$75 for certain diagnostic tests prior to hospitalization and \$50 for certain tests and procedures following hospitalization is restored.
- Alaska and Hawaii are included in the definition of the United States.

# A Continuation of Army Aviation Courses

## HU-1 Helicopter Maintenance Course



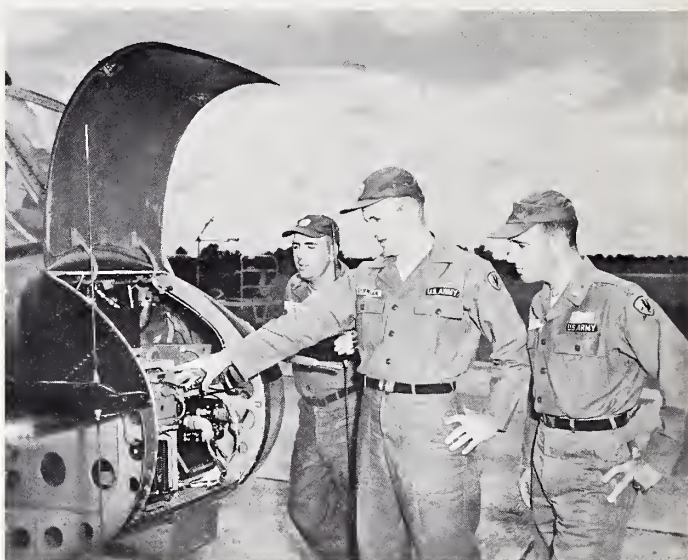
**SYSTEMS TRAINER**—This transmission and systems trainer for the HU-1 mechanics course is demonstrated to students by Mr. Oscar Smith, civilian instructor.

The December issue of this publication began the pipeline of maintenance in Army Aviation. This article follows with the HU-1 Helicopter Maintenance Course, which is an advanced course given by the Department of Maintenance at the Army Aviation School, Fort Rucker, Alabama.

The Department, directed by Lt Col James Kern, is responsible for a series of maintenance courses, beginning with the introductory course which was reviewed in the December issue and continuing through advanced courses such as that for the HU-1.

In the HU-1 "Iroquois" Course, enlisted men are trained in organizational maintenance of the HU-1 helicopters.

To qualify for this training, *they must be qualified as reconnaissance helicopter mechanics.*



**PRE-FLIGHT**—HU-1 instructors carefully perform a pre-flight examination of the aircraft before taking to the air. The instructors are (l to r) CWO Alton L. Gajon, Lt Edward P. Surmoik and CWO Vincent J. Le Duc.

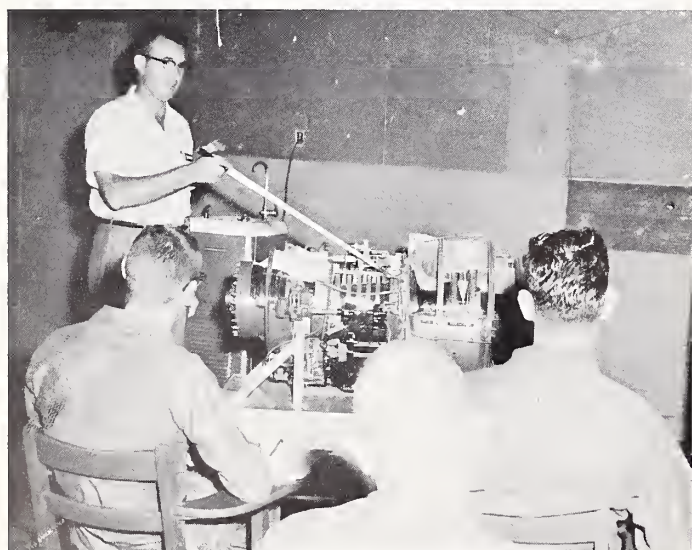
Warrant Officer Richard N. Cullen is the section chief for the HU-1 course. He is assisted by four instructors.

Since this is an advanced course of instruction, only two weeks are necessary to qualify the mechanic in the maintenance requirements of the HU-1.

This year's quota calls for 115 students to receive training in this area. These are all enlisted men; it does not include the 20 instructor pilots of the HU-1 who also receive training in the course.

An average of a dozen students attend the two-week course which has a class frequency of every three weeks.

As in the instructor pilot course, mechanics report to Fort Rucker for temporary duty, destined to return to their units



**TURBINE ENGINE**—Mr. Oscar Smith, civilian instructor with the Department of Maintenance, explains to mechanic students the functions of the HU-1 turbine engine.



**ELECTRICAL SYSTEM**—SP4 Hamer McCreary, enlisted instructor, points out the electrical system of the HU-1 to mechanic students.

where they will perform maintenance on the new HU-1 which is rapidly being added to Army units, both in this country and in Europe.

In this course, 71 academic hours are taught in maintenance subjects.

An important phase of instruction is conference time and practical exercises concerned with the principles of the gas turbine engine. The students are taught the advantages of such an engine, its nomenclature, and operation of the power plant.

The course utilizes descriptive training aids including charts, a model of the turbine engine, and a transmission and systems trainer. This represents an excess of \$200,000 in aids. Besides the aids, an actual HU-1 aircraft is at the disposal of the class for practical exercises.

The HU-1 is a masterpiece of design and construction. Built to Army specifications, it's taking its place in the Pentomic Age of Army Aviation. Its capabilities are unique. To illustrate one of its many features, it can start cold—be 500 feet in the air and a mile away from departure point in 50 seconds. In contrast, the utility H-19 takes from three to five minutes to accomplish the same thing.

The HU-1 can transport personnel, equipment and supplies, medical evacuation, ambulance service, and is used as an instrument trainer. The aircraft has a six-place carrying capacity, including pilot, co-pilot, two patients aft, or four passengers, side-by-side.

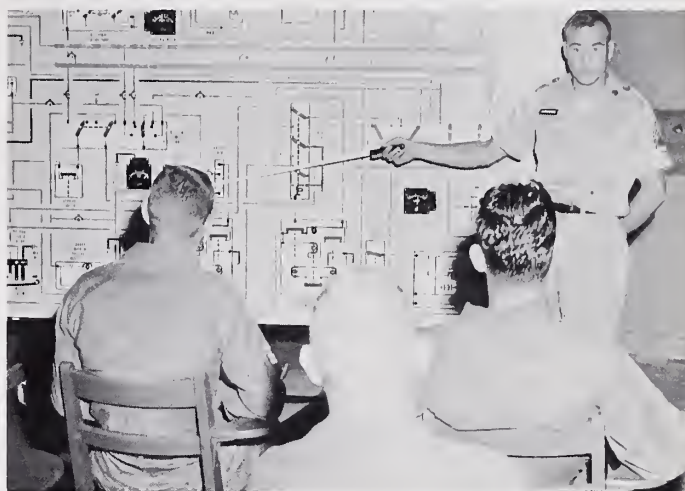
By 1961, over 150 of the HU-1A model should be in the field.

The accomplishments of this aircraft parallel the achievements of the men who fly it, and those who are mechanics for it.

As the aeronautic engineers perform their functions around-

the-clock in meeting the needs of the Pentomic Age, so must the Aviation School's academic personnel prepare the men to handle the results of the engineers' endeavors.

The HU-1 is a recent example of the cooperation between these technical men and the School personnel. The aircraft was tested at Fort Rucker and instructor pilots, along with maintenance personnel, began mapping out the necessary courses to coincide with the mass production of this aircraft. When the aircraft was judged technically ready a few short months ago, the course outlines were ready—and the students began to arrive.



**FUEL SYSTEM**—SFC James O. Vataw, noncommissioned instructor with the Department of Maintenance, explains the principles of the HU-1 fuel system to mechanic students.

## Main Station Commanders Conference in New York

A conference of the Commanding Officers from each USARMS, First U. S. Army, was held at the U. S. Army Building, 39 Whitehall Street, New York, New York. Spearheaded by Col W. M. Van Antwerp, retiring MPPO, and his successor, Col Robert L. Webb, the conference served to delineate the objectives of the Recruiting Service and to attempt to solve the many imponderables confronting the recruiters in obtaining top caliber

enlistees for the U. S. Army.

In the face of an austerity program which renders the recruiting mission more difficult, recruiting personnel were urged to use resourcefulness and initiative to meet the challenge of their significant assignments. The conference afforded the recruiting personnel an opportunity to hear one another's viewpoints on related recruiting matters. Participation by all conferees in a critique led to a broader

understanding of the mission of the Recruiting Service.

A separate seminar for the WAC recruiting personnel was conducted by Colonel Webb, followed by a discussion by Maj Florence P. G. Moody, chief, WAC recruiting, First U. S. Army Recruiting District.

The entire conference was recorded on tape as a ready reference for the guidance of Main Station Commanders.



**COMMANDING OFFICERS** of 12 USARMS's of First U. S. Army assemble for Main Station Commanders Conference.



**WAC RECRUITING PERSONNEL** attend special seminar as part of Main Station Commanders Conference.

## Hold Up Your Right Hand



A familiar ceremony with an unfamiliar background occurs at Headquarters Fourth U. S. Army Recruiting District. Miss Morgaretonn Smith, student of Incarnate Word College, San Antonio, Tex., is sworn into the U. S. Army Nurse Corps by Col A. David Von Orsdel, commanding officer, Fourth U. S. Army Recruiting District. This is the first Fourth Army photo release which pictures the only award of its kind in existence, the newly-created Department of the Army Annual Recruiting Award, in background. Maj Ellayne E. McAlpine, district nurse counselor, witnesses the ceremony.



Marcia Lau Turpin, a senior in Home Economics at Purdue University, Lafayette, Ind., is administered the Oath of Enlistment in the Army Medical Specialist Corps Student Dietitian Program by her father, D. John Turpin of the Sanitary Engineering Division, Indiana State Board of Health, and a U. S. Army Reserve major. As a member of the AMSC Student Dietitian Program, Miss Turpin will receive over \$200 a month during her senior college year which she may use toward payment of her tuition or living expenses. When she receives her degree, she will be commissioned a second lieutenant in the Army Medical Specialist Corps Reserve. After her dietetic internship at an Army hospital, she will be assigned as a Staff member in the Food Service Division.

## The U. S. Army As a Finishing School

In the more leisurely days of a century or more ago, before man became lost in the maze of specialization, it was the custom for young men in their early twenties to go abroad and travel in foreign lands to study "men and manners." Such a custom is not so universally stressed today as heretofore, but still the young man who is amply endowed with worldly goods even today enjoys such advantages in rounding off his education.

The advantage of contact with men of different states and countries is so apparent that it need not be stressed. All of us realize such advantages, but not many of us know that the equivalent of a trip abroad, as far as human contacts are concerned, is within the reach of every young man in the nation who is of good moral character, alert mentally, and of sound physique.

Thousands upon thousands of young Americans have found the answer: an oversea assignment with the U. S. Army. They travel to their destinations and back at no expense to themselves. All their living expenses are paid. They earn full pay the whole time, plus an extra \$8 to \$22.50 a month over the regular scale.

There the men are thrown into daily contact with comrades who not only represent every state and section of our country, but many of whom have served in many foreign lands.

A soldier stationed overseas also gets to know his neighbors personally. During his leisure time, on leave, and even in his work, he becomes familiar with their language, their customs, their food, their religion, and their way of life. These are the very things most tourists miss and later regret missing. The intermingling of all these young men, and their interchanges of ideas with both comrades and the nationalities among whom they live result in social and mental advantages to each.

*As a member of the U. S. Army Recruiting Service, you have more than the duty of securing enlistees for the Army resting upon your shoulders. You are responsible for good public relations and it is up to you to see to it that the Army is well-liked in the community in which you are on duty.*

*Recruiters should bear in mind the fact that in every community the people judge the type of men in the Army by the type of men which the Army recruits from that community.*

## Office Moving?



New location posters in two sizes are being provided for recruiters in the Fourth U. S. Army Recruiting District. To speed delivery, the posters are silk screened at district headquarters in advance, as depicted in poster foreground. Only the new location information remains to be added when requests are received. The posters are in block and white, silk screened on light green or board.

# Serving with Sullivan



## "That Old Gang of Mine"

By SFC Charles J. Sullivan

Every two or three years I throw a suitcase in the car and head for the place where I was born and reared, to visit friends and relatives. Since becoming a professional soldier I have made three of these visits which always seem to serve as a welcome excuse for the "ole gang" to get together for a party and inevitable "bull" sessions.

Seven of us had been inducted (during WWII) and released within a few months of each other. The draft had caught us when we were probably having the best time of our lives, so we were especially glad to get back home and take up where we left off. Within just a few months of being back however, the responsibility of new-found independence closed in, and we had to knuckle down to the serious business of making a living. Within a year all but two of us were married and the "get-togethers" were limited to special occasions. Three of the gang returned to school under the College GI Bill, while the rest of us, certain that our talents were in ready demand, went out to give em-

ployers a break. With unlimited confidence, help, and encouragement from relatives, we each set out to conquer the challenge and make our mark in the business world.

At following meetings during the next two years everybody seemed to be doing fine. Undaunted by periodic disappointments necessitating an occasional job change, dropping from school, etc., each professed to be heading slowly but surely toward his desired goal. However, there was one obvious change in the group's attitude during those years. At each succeeding meeting, the favorite topics of conversation reverted more and more from optimistic plans for the future to the good old pre-war days, and usually "verboten" military adventure stories became popular. This change of pastime interest reflected the cold, cruel realization, as we all finally admitted, that opportunities in the business world were far less rosy than anticipated.

To climax this growing morale problem, two of us finally broke faith with the group "spirit of independence" entirely. No longer able to face the increasingly monotonous prospects of "gold-watch careers" and one local environment for life, we surrendered to the call of adventure and reenlisted. Having previously joined in the group's

passionate disapproval of Army life, for interrupting the good old days, we both took quite a ribbing for this heresy. All is forgiven now though and we still have reunions when possible.

The news at home is usually the same—somebody has a new baby, job, or car, etc.—but it's fun being the guest of honor, on leave, and telling of my latest service experiences. On the last visit for example, I had just returned from a Pacific tour of duty where I had quite a time seeing Japan, Hong Kong, the Philippines, and Okinawa. In telling of these places, it was delightful to notice how all heads leaned forward in rapt attention. It was not surprising, later, to have a couple of the boys and their wives tell me that, now that they were securely tied to their civilian careers, they deeply hungered for such adventurous diversion. My closest friend confided that, although he criticized me in the beginning, if he had it to do over, he too would probably make a career of the service.

Allowing for the possibility that part of the above sentiments were motivated by courtesy—of this much I am certain: "The Boys in Green" have more interesting careers than "That Old Gang Of Mine."

## They're the Tops at Portland USARMS



Lt Col Arthur G. Moy, commanding officer, Portland, Ore., USARMS, holds Certificate of Achievement presented to Top Recruiters who join Sixth Army's ultra-exclusive 200% of Recruiting Objective Club. Left to right, back row, are SFC Robert F. Dedic, MSgt Melton Smith, MSgt Robert L. Maley, MSgt Warren M. Lang, MSgt Weldon H. Franck and SFC Richard L. Johnson. Left to right, front row, are SFC Elbert A. Clausen, SFC Marzhdon W. Buess, Colonel May and SFC Ivon W. Compton.



Lt Col Arthur G. Moy, commanding officer of the Portland USARMS, presents the Top Recruiter trophy to SFC Marzhdon W. Buess, station commander, Klamath Falls, Ore. Sergeant Buess obtained the highest enlistment record during FY 1959.



SFC Richard L. Johnson, Gresham, Ore., recruiter, accepts from Colonel May the second place Top Recruiter award. He obtained the second highest enlistment record for FY 1959.



# U. S. ARMY RECRUITING PUBLICITY 'PROPS'



**ATTENTION:** Recruiters and reenlistment personnel are asked **NOT** to write to The Recruiting Publicity Center, New York, for any sales aids, radio or television materials, or any other media emanating from MPPD-TAGO, but to make all requests **through channels to The Adjutant General, Department of the Army, Washington 25, D. C.; Attn: AGSN**, in letter form. MPPO's and RMS commanders should screen these requests for unusual amounts and requests should be consolidated as far as possible. MPPD-TAGO has been receiving individual requests from the field for advertising media far in excess of requirements.

## U. S. Army Ads—January 1960

### Opportunities For High School Graduates

(Full Page—Duetone)

It Happens Before Enlistment

Scholastic Magazines—Jan. 6

(Senior Scholastic, Practical English & World Week)

Scholastic Roto

Science World—Jan. 13

National Future Farmer

### Opportunities For Specialist Training

Get A Real Head Start In Work You Like

Sports Review (Motor Sport)

Choose It Yourself Before Enlistment

Popular Mechanics

(Full Page—Two Color)

Choose Your Electronics Training In Today's Army

Destination Space

### Nurse Corps

(Full Page—Black and White)

The Army Likes The Woman In White

American Journal of Nursing

### Army Medical Specialist Corps

Here's Food For Thought

Journal of American Dietetic Ass'n

Journal of Home Economics

She's A Physical Therapist Plus

Physical Therapy Review

### WAC Officers

(40" Black and White)

Meet A Young Executive On The Champs Elysées

Eighty college newspapers—Jan. 4

### Lawyers—Judge Advocate General's Corps

(Full Page—Black and White)

Tackle Important Cases Right From The Start

Case & Comment

## Reenlistment

(Full Page—Black and White)

Leadership Counts When A Soldier Needs Help

Army Times—Jan. 9

Leadership Counts When It's Time To Listen

Army Times—Jan. 23

(Full Page—Four Color)

Did You Know?—RECAP Cuts Red Tape

American Armed Forces Features

**DO NOT request any of these materials until after you have received your automatic distribution or they have been listed below as "Now Available For Requisitioning From MPPD-TAGO."**

### In Production For Automatic Distribution Later

WAC Reenlistment Booklet

Scotchlite Camden Frame Inserts and Suggested Uses Memo

Army Occupations and You

Visual Recruiter Insert Card

For High School Grads and Seniors Only (direct mail piece)

The Army and Your Education

Recruiter Ammunition Kit

Enlisted Pay Folder

Pick Your Vocational Training

Shells for "Reenlistment Interview Guide"

SPECIAL For High School Graduates and Seniors Only

Merchandising Folder for Billboard Posters

Choose Before Enlistment—Car Card

USARADCOM—option folder reprint

Electronics—option folder

Military Crafts—option folder

Precision Maintenance—option folder

Electrical Maintenance—option folder

Graphics—option folder

Combat Specialties—option folder

General Technical—option folder

Clerical—option folder

Motor Maintenance—option folder

### In Production For Ordering From Stock Later

Choose Before Enlistment—24-sheet billboard

(Road building theme)

RE-UP Army Vehicle Decal

**Because of limitation of funds, the following will be delayed:**

Brief cases

WAC Enlisted Direct Mail Piece

Reenlistment Booklet, "A Word To The Wives"

Newspaper Mats

Combat Specialist Booklet

Pocket Guide for MOS Option Folders

Special Forces—option folder

Intelligence—option folder

U. S. Army Security Agency—option folder  
 STRAC—option folder  
 Travel—option folder  
 Airborne—option folder  
 MOS Charts (small)  
 The World Is Waiting folder  
 Sorry I Missed You (recruiter calling card)  
 TAKE ONE racks (floor model)  
 Male Enlisted Die-Cuts, 67" Summer and Winter uniforms  
 Male Enlisted Die-Cuts, 21" Summer and Winter uniforms  
 WAC Enlisted Die-Cuts, 21" Summer and Winter uniforms  
 WAC Enlisted Die-Cuts, 67" Summer and Winter uniforms

## Now Available for Requisitioning From MPPD-TAGO

### (Options)

U. S. Army Bands option folder—LB-466 Rev 2  
 Fact sheet for new MOS options—93-128

### (General)

Military Service Ahead—91-20  
 Insignia poster—87-36  
 Meet The Modern Army—LB-615  
 Instruction Book for MOS charts—LB-433  
 Pioneers in Space (car card)—82-548  
 I'm Your Army Recruiter (window card)—83-604  
 This Is How It Is—LB-400 Rev 2  
 What Are Your Son's Chances Of Making Good—LB-681  
 Straight Talk About Staying In School—LBX-529  
 TAKE ONE racks (table model)  
 TV slides, 35mm, Choose Your Job Training In Modern Army Green—87-34  
 MOS Charts—large—811-268  
 (Vocational Training)  
 Be A Graduate Specialist, 11 x 14 car card—812-278  
 Pathway to Maturity—75-510  
 Newspaper Mats—712-344  
 Direct Enlistment For USARADCOM fact sheet

## Women's Army Corps Materials

WAC Enlisted, direct mail piece—C-32  
 Executive Wanted, WAC Officer—LB-476—Rev  
 Executive Wanted (folder)—LB-500  
 Women's Army Corps—810-216  
 Your Ticket To World Travel—811-246  
 Careers For Women In The Armed Forces (DACOWITS)—LB-575

Recently published by The Defense Advisory Committee on Women in the Services (DACOWITS) is a brochure entitled "For You, An Officer's Career in the U. S. Armed Forces," (LB-646—Rev). The Defense Department is eager that the public be informed about the contribution of women in the services to our defense effort, and this new brochure presents a variety of jobs and the requirements for a commission in the WAC—WAF—WAVE—and Women Marines. This brochure may be obtained by ordering from *The Adjutant General, Department of the Army, Washington 25, D. C., Attn: AGST-WAC*. It should not be confused with "Careers For Women In The Armed Forces," of DACOWITS publication dealing with nursing and other medical professions for women in the services.

## Reenlistment Publicity Materials

RE-UP Army Bumper Stickers (Scotchlite)—710-248  
 Replacement Cards For Reenlistment Interview Guides—84-116

Career Counselor, 11 x 14 window card with easel—83-632  
 The Army As A Career—810-208  
 All Present Or Accounted For (booklet) presentation guide for the film of the same title—82-546  
 90-Day Wondering—handout—810-168

## Radio

### Transcribed Weekly Programs

#### *Army Bandstand*

A very popular 15-minute program designed for young America listener appeal. It features the music of the U. S. Army Band Orchestra conducted by Major Hugh Curry. On alternate weeks music makers such as Ray Anthony, Mitch Miller, Richard Hayman, Warren Covington, etc., climb aboard the *Bandstand*. Tunes and talent appearing on January's programs are:

*Program 82* for release week of January 4 features the U. S. Army Band Orchestra and guest star U. S. Army PFC Steve Lawrence. Steve sings *There'll Be Some Changes Made* and the U. S. Army Band Orchestra plays *Slow and Easy*, *In The Mood*, and *Molten Swing*.

*Program 83* for release week of January 11 features Richard Hayman and his orchestra. Selections include *Ruby*, *Jalousie*, and *Alone At Last*.

*Program 84* for release week of January 18 features the U. S. Army Band Orchestra and guest star U. S. Army PFC Steve Lawrence. Steve sings *That's All* and the U. S. Army Band Orchestra plays *The Brothers Go To Mothers*, *The Floater*, and *Scramble*.

*Program 85* for release week of January 25 features Ray Anthony and his orchestra. Selections include *Annie Laurie*, *April In Paris*, and *Chop Sticks*.

#### *Country Style, U.S.A.*

Some of the top-notch Country and Western artists appear this month on the Recruiting Publicity Center's weekly transcribed series. This program continues to be one of the most popular transcribed shows produced by RPC and is currently broadcast by 1,877 stations. The talent for the month of January includes Tex Williams, Hank Snow, Johnny Western, and Don Gibson.

*Program 229* for release week of January 4 features Tex Williams with guest Marion Hall. Tex sings *Roses and Revolvers*, *He'll Have To Go*, and *Don't Call My Name*. Guest Marion Hall plays *Panhandle Rag*.

*Program 230* for release week of January 11 features Hank Snow with guest Jimmy Snow. Hank sings *Movin' On*, *Blue Yodel*, and *I Wonder Where You Are Tonight*. Guest Jimmy Snow sings *Dream*.

*Program 231* for release week of January 18 features Johnny Western with guest Bill Strength. Johnny sings *I Still Miss Someone*, *Only The Lonely*, and *Ballad of Pallasin*. Bill Strength sings *Country Girl*.

*Program 232* for release week of January 25 features Don Gibson with guest Floyd Cramer. Don sings *Blue Blue Day*, *Heartbreak Avenue*, and *Oh Lonesome Me*. Guest Floyd Cramer plays *Flip*, *Flop and Bop*.

(Continued on page 22)

## Publicity Props

(Cont'd)

### *The Steve Lawrence Show*

A new transcribed 15-minute series. This program features U. S. Army PFC Steve Lawrence spinning hit tunes of the day and visiting with prominent guests such as Andy Williams, Jimmy Palmer, Stan Kenton, Vincent Lopez and others. This series is distributed in a package of 14 shows per delivery and is available for weekly airing by radio stations.

### *Programming Plus*

Letters received from radio station managers and program directors indicate that the PROGRAMMING PLUS series is extremely popular. This new idea in public service programming is a two-minute show featuring automotive tips. Did all of the radio stations in your area receive a copy? If not, they may be ordered through normal requesting channels from *The Adjutant General, Department of the Army, Washington 25, D. C.; Attn: AGSN-R.*

### *Army Hour*

The ARMY HOUR kicks off the New Year with a rousing musical program, "Rolling Along," the annual world-touring soldier-show featuring the grand finalists from the 1959 All-Army entertainment contest. The "Rolling Along" show is produced by the Special Services Division of The Adjutant General's Office and is directed by Miss Margaret Lynn, staff entertainment director, Second U. S. Army. The ARMY HOUR presents a special radio version of the traveling show.

Also featured in January is another of the series on MAAG missions, this time a firsthand report on our ally, Greece. Then, from Grafenwoehr, Germany, comes an on-the-scene report of how the United States Army and the new German Bundeswehr are working together.

The ARMY HOUR will be presenting also a report from Aberdeen Proving Ground, Maryland. This is a demonstration of a "men and weapons" drop.

Guest stars appearing during January will include PFC Steve Lawrence, Charley Applewhite, and Don Cherry. The ARMY HOUR is broadcast over the Mutual Network, Tuesdays at 7:35 P.M., and is heard also over 350 additional non-Mutual stations and overseas via AFRS.

## Network Programs

(These programs are listed for informational purposes only; not available for requisitioning)

### *At Ease*

Saturdays 1835-1855. Soft music for relaxing mood by the U. S. Army Band Orchestra and Chorus, with all time favorites setting the pace. Over The American Broadcasting Network.

### *Songs by Steve Lawrence*

Saturdays 1130-1200. (New York broadcast Sundays from 0815-0845 hours.) Featuring songs by Steve Lawrence and music by the U. S. Army Band Orchestra under the direction of Major Hugh Curry. Over The Columbia Broadcasting System.

## Films

### Signal Corps—New Releases

#### *The Code*

The U. S. Fighting Man's Code of Conduct. AFIF 90, 29 min., 1959, black and white. Precepts of the Six Articles of the Code—vignettes of each, with themes on surrender, capture, escape and conduct as prisoner of war.

#### *I & E Sportsreel*

AFIF 240, 20 min., 1959, black and white. The "500," Surfing, Boatnik, The Boys from Planet-O, Pentathlon, Horse Racing, and Open Golf.

#### *I & E Screen Magazine*

Issue No. 572, AFISM 572, 20 min., 1959, black and white. What's New In The Service—Pentadome, Frogmen, and Air Force Items; A Date With Liberty—story of Editor E. Lovejoy; Sylvanus Thayer.

#### *I & E Screen Magazine*

Issue No. 573, AFISM 573, 17 min., 1959, black and white. What's New In The Service—QM Air Drop with Otter, Thor Missile, and remote control Robot Helicopter; U. S. Forces in Spain.

## Army Has Many Sides

In Hindu mythology Kartikeya is the god of war. This deity, still worshipped in parts of India, boasts an odd image. This god has five faces, no two of which have the same expression.

Some people see him from one angle and swear that he smiles. Others, viewing Kartikeya's image from another side, hold that he scowls. The wise ones, and those who wish to be sure, see him from all sides and they alone are qualified to properly describe him; they alone are competent to understand the arguments of the unenlightened who cannot agree as to just what the temperament or mood of this strange god is.

So it is with the Regular Army. It is approached from all sides and each perspective results in different conceptions, yet a comprehensive view of the organization as a whole reveals the truthful whole.

To one man, the Regular Army may be the stepping stone to a technical career and he will enlist to receive the manifold benefits of the excellent training and school systems of the military service.

Another applicant for enlistment may view the U. S. Army as the friendly medium through which he may realize his ambition and see the world.

Still another youth will enlist because the potent lure of action and adventure calls to his virile blood. Yet another will

seek enlistment in the regular Army because he knows that qualified, ambitious young Americans may advance in rank and even enter West Point or OCS from the ranks of the enlisted men.

Then there are the Army recruiters and career counselors who should know the many sides of the Army. They should know all facets and that the U. S. Army can offer everything to the man who enters its ranks and plays the game. They should know that the Regular Army holds out the manifold inducements of technical and professional training, world-wide travel, action and adventure and every opportunity and encouragement to the man in the ranks who aspires to be a real soldier in the U. S. Army.

# "Joe Mann Story" On Army's BIG PICTURE



COL JOHN O. WEAVER (left), chief, Troop Information Division, OCINFO, and executive producer of THE BIG PICTURE, watches SFC Yukio Tashiro of the Army Pictorial Center put the finishing touches on an oil painting of PFC Joe E. Mann under the watchful eyes of Mr. Francis Mann, brother of the deceased Medal of Honor recipient. The painting will be used in the film episode, "The Joe Mann Story."

In "The Joe Mann Story," a high-quality, thoughtful memorial to a soldier who died in World War II, comes a film with the impact that television viewers have come to expect.

Currently being produced at the United States Army Pictorial Center in Long Island City, New York, "The Joe Mann Story" should reach millions of TV screens early in March. Filmed by Army Signal Corps cameramen in Europe, this outstanding film presentation will make its debut as an episode in the Army's weekly television series, THE BIG PICTURE.

Whatever doubts or misgivings at the prospect of a modern-day film relating to an incident that took place near Best, Netherlands, in September 1944, the motion picture comes through as a strong memorial to a quiet American—a dedicated soldier. It is a story about a Medal of Honor recipient who unhesitatingly laid down his life on the field of battle. It is a story that illustrates magnificently the finest qualities of the American soldier. Told for the first time on THE BIG PICTURE, it is a story of real excitement and sober meaning about Private First Class Joe E. Mann, born in Reardan, Washington, July 8, 1922, the fifth child and fourth son among nine children.

It is difficult to explain the secret of courage, bravery, heroism, and the will to win. Whatever it is called, however it is defined, it is the quality that has made the American soldier unparalleled as a fighting man.

Private First Class Joe Mann, paratrooper with the 101st Airborne Division in World War II, was such a soldier. Joe Mann's act of heroism and valor was the summit of devotion to country and duty—giving his life to save the lives of his fellow men.

In 1945, PFC Joe E. Mann was posthumously awarded this nation's highest tribute—The Medal of Honor. The citation reads:

"He distinguished himself by conspicuous gallantry above and beyond the call of duty. On 18 September 1944, in the vicinity of Best, Holland, his platoon, attempting to seize the bridge across the Wilhelmina Canal, was surrounded and isolated by an enemy force greatly superior in personnel and fire power. Acting as lead scout, Private Mann boldly crept to within rocket-launcher range of an enemy artillery position and, in the face of heavy enemy fire, destroyed an 88-mm. gun and an ammunition dump. Completely disregarding the great danger involved, he remained in his exposed position, and, with his M1 rifle, killed the enemy one by one until he was wounded four times. Taken to a covered position, he insisted on returning to a forward position to stand guard during the night. On the following morning the enemy launched a concerted attack and advanced to within a few yards of the position, throwing hand grenades as they approached. One of these landed within a few feet of Private Mann. Unable to raise his arms, which were bandaged to his

body, he yelled "grenade" and threw his body over the grenade, and as it exploded, died. His outstanding gallantry above and beyond the call of duty and his magnificent conduct were an everlasting inspiration to his comrades for whom he gave his life."

Since the end of World War II, the people of Holland have not forgotten him. Their gratitude and recognition of this American soldier are etched forever in their memories.

In 1954, while searching for a liberation anniversary piece to headline a monthly issue of *The Bata Courier*, an obscure news editor in the Town of Best (Netherlands) noticed a stirring chapter on the liberation of Best in the book "Rendezvous With Destiny." The item covered several pages of thrilling text citing detailed battle accounts of the 101st Airborne Division's fighting around Eindhoven and Best. The most significant part of this fighting took place around a small bridge which spanned a canal adjacent to Best. And most prominent in the securing of this bridge site was PFC Joe Mann.

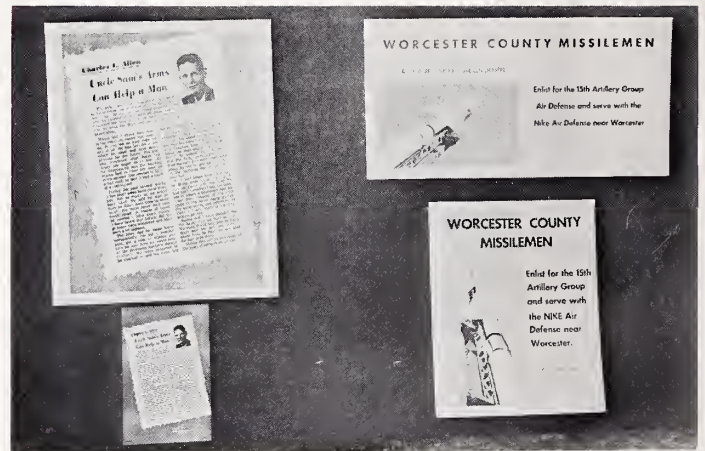
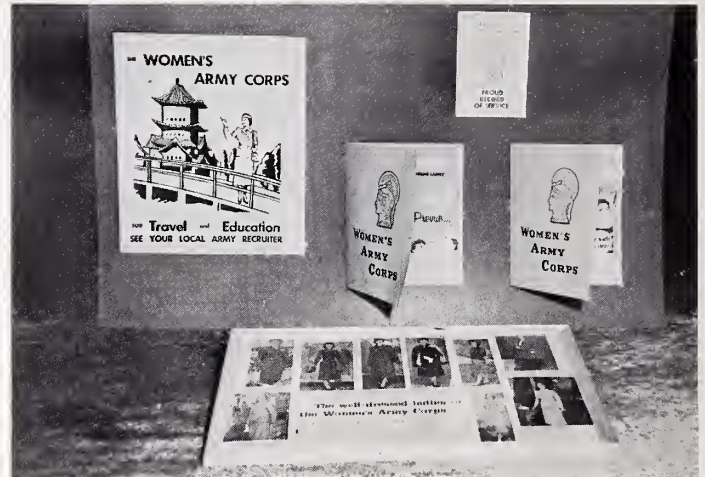
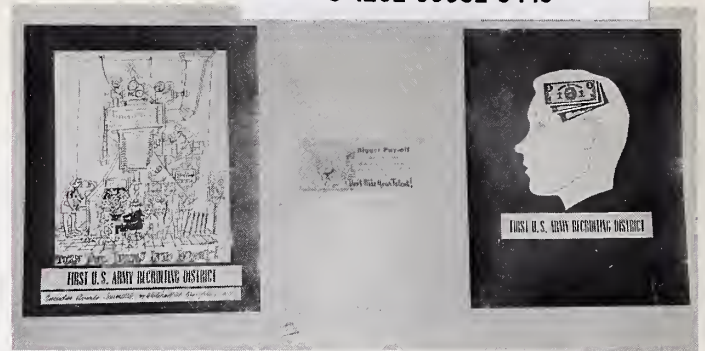
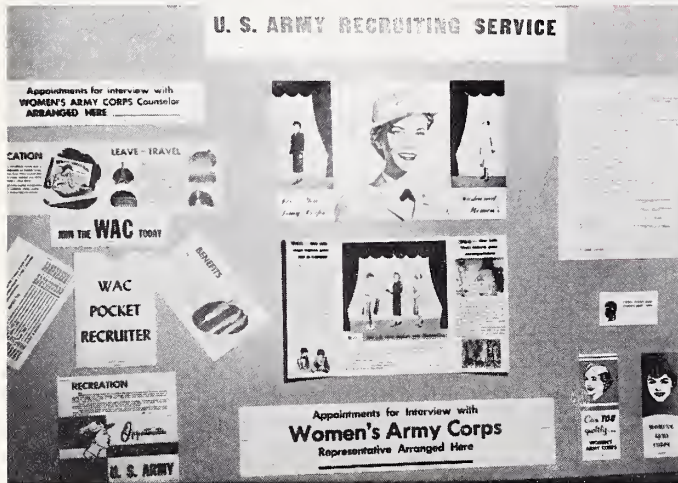
As indicated by the news editor, his anniversary article virtually wrote itself. In due course it was published and distributed among the citizens of Best. Within 36 hours of the newspaper's release, a ground swell of public sympathy for the dead American hero spread through the township of Best and adjacent communities. Dutch residents of every age and station in life wanted to know why this part of their liberation history hadn't been made public. More to the point, they wanted to know what the community of Best intended to do about the memory of Joe Mann. During the days that followed, an avalanche of letters and telephone calls poured into the Mayor's office with suggestions for building a monument to the memory of the dead American paratrooper.

As a result of this pressure, a committee was duly formed by order of the Mayor and after a series of open conferences, it was decided to erect both a statue and an adjoining open air nature theatre to commemorate the achievement and final act of self-sacrifice.

For thirty minutes on the screen, THE BIG PICTURE becomes a history book with strong family appeal, expertly photographed with unusual backgrounds of Holland.

By now you should have the message: This is a BIG PICTURE to see.

# First Army Presents Posters of 1959



A typical assortment of posters produced in 1959 by First U. S. Army Recruiting District's Recruiting Publicity Branch through the artistic efforts of MSgt E. L. Kinsman of Recruiting Publicity Center and MSgt Michael Feren of First U. S. Army's Graphic Arts Center.